

REQUEST FOR QUOTES (RFQ) NUMBER: GS-H-00-15-AA-0117
PERFORMANCE WORK STATEMENT (PWS) FOR
BILINGUAL CONTENT MANAGEMENT AND OUTREACH AND
ONLINE MARKETING AND SUPPORT SERVICES

1.0 BACKGROUND

It first came to light more than 40 years ago that the government had great information people could use to make everyday life a little easier, if they could just access it. Congressional mandate birthed the original version of what is now the Federal Citizen Information Center (FCIC) as a way to promote and distribute government agencies' printed consumer publications.

Known for many years as the "Consumer Information Center," the program became part of pop culture through humorous television public service ads branding its famous Pueblo, Colorado distribution center. Over the decades, FCIC transformed how government interacts with the public as it added more channels to the existing print program: toll-free phone and contact center services; the flagship site USA.gov—the official website of the U.S. government and its Spanish counterpart GobiernoUSA.gov; Kids.gov; and a strong social media presence.

FCIC is now consolidating content production to provide a more consistent customer experience across our various bilingual channels.

1.1 MISSION AND VISION OF USA.GOV BILINGUAL PLATFORM

The USA.gov bilingual platform's mission is to create and organize timely, needed government information and services and make them accessible to the public anytime, anywhere, via their channel of choice.

Our vision is to improve the way the public experiences government information and services. We will make it easy for people to find government information and services and complete transactions.

1.2 USA.GOV BILINGUAL PLATFORM DESCRIPTION

The USA.gov platform uses an adaptive content model and a single content management system (currently Drupal) to make content available through websites including USA.gov, GobiernoUSA.gov, Kids.gov, the National Contact Center at 1-800-USAGOV1, through publications like the Consumer Action Handbook, and via social media channels and other outreach tools.

A centralized content research and production approach supplies content via an API to FCIC-managed channels, including our flagship USA.gov and GobiernoUSA.gov websites, our contact center agents, print publications, media outlets and other API users.

2.0 SCOPE OF WORK AND TECHNICAL REQUIREMENTS

The scope of this Task Order is to provide bilingual (English and Spanish) content, marketing and website support services that feed a multi-channel platform providing access to U.S. government information and services over the internet, by telephone and e-mail, through media syndication and social media, and in the form of printed publications. The contractor shall provide support for the overall OCSIT strategy that maximizes the impact of GSA's channels in enhancing federal services to citizens. **The government defines full-time performance as 1920 hours.** The support needed includes:

2.1 Quality Assurance & Accessibility Compliance Support CLINs: 0001, 1001, 2001, 3001 and 4001 - Full-time Position - Firm-Fixed Price

OCSIT has a need of a contractor to provide web quality assurance and accessibility compliance support for the USA.gov bilingual platform.

The contractor shall:

1. Perform quality assurance and quality control functions on the enterprise portal referencing Web Content Accessibility Guidelines (WCAG) 2.0 as it pertains to programming style/formatting, loading performance, and browser compliance testing for the content of the USA.gov bilingual platform.
2. Ensure that all USA.gov bilingual platform channels are Section 508 compliant; review for Section 508 compliance using tools acceptable to the government as changes in content and new features are added. Contractor must have experience with:
 - JAWS
 - FS Magic
 - Nuance Dragon Naturally Speaking
 - Adobe Creative Suite
 - Adobe Acrobat Professional
 - HTML Validator
 - NVDA
 - WebAIM Wave
 - ColorZilla
3. Conduct accessibility reviews for search, blog, videos, and new functionalities as directed by the government.
4. Investigate emerging technology and best web practices and submit them to the government POC for review.
5. Edit and update USA.gov technical style manual and provide to the government POC for approval.
6. Collect and analyze web site metrics to assist the government in determining top tasks for the USA.gov bilingual platform and analyze design comprehensive layouts against these top tasks in order to recommend improvements.
7. Advise the government on potential long-term enhancements to the design of the USA.gov bilingual platform as it pertains to accessibility, Search Engine Optimization (SEO) and general web best practices.
8. Assist OCSIT in providing SEO and web development training based on a government-approved training plan. The training will be offered to government personnel and other contracted employees.

2.2 Digital Content Management - English

CLINs: 0002, 1002, 2002, 3002 and 4002 - Full-time Position - Firm-Fixed Price

OCSIT has an ongoing Digital Content Management requirement to ensure that digital content is accurate and up-to-date and features relevant information. Accordingly, the contractor shall perform the following content creation, curation and management tasks.

The contractor shall:

1. Research, develop, write, and edit English language content for the USA.gov bilingual platform from a user-centric approach; this includes being optimized for search engines (SEO).
2. Identify useful external content in a variety of forms, including infographics, videos, widgets and other emerging formats that can be included on the platform. This includes working with the accessibility team to make sure content is accessible and in compliance with Section 508 of the U.S. Rehabilitation Act.
3. Demonstrate experience with digital content writing principles and organization for scannability and ease of reading.
4. Be able to apply plain language principles for clear digital content writing.
5. Follow the platform's established standards for style, formatting, spelling and grammar.
6. Work within the assigned bilingual topic desk(s) and participate in regular content development meetings to ensure content is carefully researched and deemed appropriate for the platform and not duplicative of other channels or government websites.
7. Be familiar with content management systems to manage content in the platform's digital properties.
8. Ensure that content developed for the platform delivers value to the platform's customers.
9. Be familiar with government website policies and produce content in accordance with such policies at all times.
10. Review content periodically as established in the guidelines to ensure that content is current, accurate and relevant and make changes as necessary, including archiving and deleting content.
11. Keep up with market trends, timely events and audience needs to ensure the platform delivers content that is relevant and up-to-date, regardless of channel used. Inform topic desk and other interested parties as necessary.
12. Fix broken links promptly to ensure digital content is accurate and timely.
13. Have basic knowledge of digital metrics tools, such as Google Analytics and others, to monitor and assess performance of content across channels and work with the platform's Performance Management Team to gain deeper insight on evaluating content performance.
14. Network with internal and external content creators to ensure the platform is delivering content to fulfill the customer's needs.
15. Develop copy for content dissemination through existing and future channels, such as email distribution, social media properties and other channels as they develop.
16. Become familiar with GSA's COOP procedures. In the event of an emergency, the contractor may be called to produce and upload content on the platform channels as needed.
17. Attend regular staff meetings and other meetings as necessary.

2.3 Digital Content Management - Bilingual (English and Spanish) **CLINs: 0003, 1003, 2003, 3003 and 4003 - Full-time Position - Firm-Fixed Price**

To ensure that digital content for all channels is accurate and up-to-date and features relevant information to the Hispanic community, the contractor must meet all of the criteria laid out in section 2.2, and in addition:

Qualifications

1. Be fully bilingual/bicultural in English and Spanish, with native-quality of proficiency in both languages and at least two years of experience writing digital content for a bilingual audience.
2. Have a demonstrated understanding of the make up and needs of Hispanics in the United States, including common cultural values and information consumption patterns.
3. Have a demonstrated understanding of the Spanish language use in the United States to use a neutral Spanish, free of localisms.

Tasks

1. Translate content from English to Spanish and vice versa as needed for the platform channels.
2. Keep up with the Hispanic market trends to make sure content is culturally relevant on the platform, regardless of channel used. Inform topic desk and other interested parties as necessary.
3. Ad hoc participation in discussions about user experience, performance management, outreach and accessibility as needed.
4. Participate in the Government Multilingual Websites Group meetings, discussions and working groups as necessary - usually on a quarterly basis.
5. Participate in annual Hispanic events such as conferences, presentations, etc. as necessary.

2.4 Outreach & Online Marketing - English **CLINs: 0005, 1005, 2005, 3005 and 4005 - Full-time Position - Firm-Fixed Price**

OCSIT has a need for qualified contractors to provide consumer media outreach support in the following areas to promote the USA.gov bilingual platform (NTE 1920 hours annually):

Media Relations

The contractor shall:

1. Demonstrate experience in public relations, media and marketing.
2. Demonstrate experience pitching the media on large- and small-scale campaigns.
3. Have already established relationships with members of the media, and should be able to build new relationships with national and regional media contacts and grow syndication opportunities.
4. Use a GSA-provided syndication network (currently PR Newswire) to issue press releases and other content for syndication.
5. Be comfortable using all forms of communication to reach out to the media, including but not limited to email, telephone and social media.
6. Cultivate and enhance collaborative working relationships with the media and publicity community and keep mailing lists current.

7. Demonstrate strong writing and editing skills in order to be able to write press releases and news articles in a timely fashion.
8. Review media coverage and report on effectiveness of media relations strategy in reaching ideal target market.
9. Monitor the information needs of the media and propose responses to meet those needs.
10. Be able to plan and execute programs designed to raise awareness about specific government programs and services.
11. Create marketing materials including but not limited to social media messages, email newsletters, press releases and news articles.

Marketing and Outreach:

The contractor shall:

1. Demonstrate a strong understanding of and stay up-to-date on the latest marketing trends and be able to develop and implement marketing campaigns to promote government products and services.
2. Demonstrate strong writing and editing skills.
3. Demonstrate the ability to effectively run and manage social media channels for a government client. The contractor shall write social media messages and be responsible for monitoring and building communities and responding to questions on several social media platforms.
4. Have a strong understanding of email marketing tactics and be able to write compelling subject lines and informative email newsletters to draw readers to government products and services.
5. Create marketing materials including but not limited to social media messages, email newsletters, blog posts, press releases and news articles and other content marketing pieces.
6. Be able to effectively promote programs and services through marketing and outreach campaigns.
7. Be able to review metrics from all campaigns and report on the results of each marketing campaign.

2.5 Outreach & Online Marketing - English (Part-time)

CLINs: 0004, 1004, 2004, 3004 and 4004 - Part-time Position - Labor Hour NTE 1300

OCSIT has a need for qualified contractors to provide consumer media outreach support in the following areas to promote the USA.gov bilingual platform (NTE 1300 hours annually):

Media Relations

The contractor shall:

1. Demonstrate experience in public relations, media and marketing.
2. Demonstrate experience pitching the media on large- and small-scale campaigns.
3. Have already established relationships with members of the media, and should be able to build new relationships with national and regional media contacts and grow syndication opportunities.
4. Use a GSA-provided syndication network (currently PR Newswire) to issue press releases and other content for syndication.

5. Be comfortable using all forms of communication to reach out to the media, including but not limited to email, telephone and social media.
6. Cultivate and enhance collaborative working relationships with the media and publicity community and keep mailing lists current.
7. Demonstrate strong writing and editing skills in order to be able to write press releases and news articles in a timely fashion.
8. Review media coverage and report on effectiveness of media relations strategy in reaching ideal target market.
9. Monitor the information needs of the media and propose responses to meet those needs.
10. Be able to plan and execute programs designed to raise awareness about specific government programs and services.
11. Create marketing materials including but not limited to social media messages, email newsletters, press releases and news articles.

Marketing and Outreach:

The contractor shall:

1. Demonstrate a strong understanding of and stay up-to-date on the latest marketing trends and be able to develop and implement marketing campaigns to promote government products and services.
2. Demonstrate strong writing and editing skills.
3. Demonstrate the ability to effectively run and manage social media channels for a government client. The contractor shall write social media messages and be responsible for monitoring and building communities and responding to questions on several social media platforms.
4. Have a strong understanding of email marketing tactics and be able to write compelling subject lines and informative email newsletters to draw readers to government products and services.
5. Create marketing materials including but not limited to social media messages, email newsletters, blog posts, press releases and news articles and other content marketing pieces.
6. Be able to effectively promote programs and services through marketing and outreach campaigns.
7. Be able to review metrics from all campaigns and report on the results of each marketing campaign.

2.6 Outreach & Online Marketing - Bilingual (English and Spanish)

CLINs: 0006, 1006, 2006, 3006 and 4006 - Full-time Position - Firm-Fixed Price

OCSIT has a need for contracted support to provide media outreach support to promote the USA.gov bilingual platform's Spanish channel and services. **The contractor must meet all of the criteria laid out in section 2.4, and in addition:**

The contractor shall:

1. Be fully bilingual/bicultural in English and Spanish, fluent with native-quality of proficiency in both languages.
2. Act as a Hispanic language, culture and marketing consultant.

3. Demonstrate experience in public relations, media and marketing with a special understanding of the Hispanic media market and the needs of the Hispanic community.
4. Provide and grow a syndication network for Hispanic media that will place the platform's content on major Spanish language digital platforms.

2.7 Graphic Designer

CLINs: 0007, 1007, 2007, 3007 and 4007 - Full-time Position - Firm-Fixed Price

The contractor shall provide graphic design support for any project relating to the USA.gov bilingual platform, including but not limited to websites, marketing campaigns, email templates, social media, etc.

The contractor shall:

1. Provide creative guidance on the USA.gov bilingual platform, which includes websites and affiliated print, marketing and multimedia properties within OCSIT. Guidance should show an awareness of established style guides and each channel's unique needs, audience and language.
2. Design and maintain standard "look and feel" across the USA.gov bilingual platform while generating designs that maintain its branding online.
3. Create new visual web identities and present various iterations of graphic concepts to team members and supervisors. Implement feedback quickly and effectively.
4. Participate in the creation and maintenance of the Developers Style Guide for the platform. This guide provides design and template maintenance information such as graphical specifications, HTML coding, CSS styling, and Section 508 conformity.
5. Conceive of and implement new design identities for marketing campaigns, social media, blogs and other content that needs to be presented visually in a timely manner.
6. Contribute to Branding Guidelines, including logo standards, documentation for the USA.gov bilingual platform, and affiliated sites within OCSIT.
7. Create, select, optimize, and maintain logos, photos, motion graphics, interactive media and other graphical design elements for websites, print and marketing campaigns.
8. Design, develop, and revise promotional brochures and pamphlets in line with other products for OCSIT (i.e., brochures, fact sheets, flyers, PowerPoint presentations, use of personas, awards, posters, other logos), with guidance and approval from the government.
9. Design and develop infographics and other marketing collateral as directed by the government.
10. Monitor Internet industry trends and other government portals and identify innovative uses of design and technology and changes in industry capabilities with possible application to the USA.gov bilingual platform.
11. Have demonstrated mastery of a wide variety of general business, page creation, accessibility, and image creation and modification tools such as the following: Adobe – PageMaker, In Design, Illustrator, Photoshop, Acrobat Reader, ImageReady; Macromedia – Fireworks, DreamWeaver, Flash; Microsoft – Word, Excel, PowerPoint, Front Page, Visio; Quark Xpress; Allaire Homesite; JAWS screen reader; IBM Homepage screen reader.

3.0 OPTIONAL SUPPORT SERVICES

For the most part, Optional CLINs for Usability/Outreach Support, Web Software Applications Developer, and Graphic Designer are for ad hoc projects of short duration with specific deliverables. If and when services are required, the contracting officer (CO) will request a price proposal after providing the vendor a detailed task description. The price proposal must conform to priced labor rates at Task Order award. Price proposals must be returned directly to the CO. If the government accepts the price proposal, the contractor will be authorized to proceed.

The government reserves the right to request full performance, defined as 1920 hours, for the following Optional CLINs: Web Software Applications Developer, Graphic Designer, and Digital Content Management - Bilingual.

3.1 Usability/Outreach Support

CLINs: 0008, 1008, 2008, 3008 and 4008 - Labor Hours NTE 500

OCSIT may need overall usability and user centered design expertise for the USA.gov bilingual platform for the below tasks:

Usability services may include:

1. Provide general usability and user-centered design expertise.
2. Plan, organize and facilitate usability testing sessions, including recruitment of test participants; analyze and disseminate usability test results.
3. Provide expertise in various user-centered design techniques.
4. Assist the government in developing common design and content templates for government websites.
5. Propose long-term enhancements to the government related to the design of the USA.gov bilingual platform.
6. Provide outreach to targeted audiences to receive feedback on USA.gov and other websites through focus groups, surveys and other reliable measurement tools; utilize audience feed-back to improve content of web services offered.
7. Benchmark USA.gov, GobiernoUSA.gov and the rest of the platform against best-in-class websites.

3.2 Web Software Applications Developer

CLINs: 0009, 1009, 2009, 3009 and 4009 - Labor Hours NTE 1920

OCSIT may require analysis and programming skills to customize, troubleshoot and deploy new technology projects.

Project work would include:

1. Work with the government to design, develop, test, deploy, and maintain functionality for OCSIT websites. This functionality may be new functionality, or it may be providing changes and improvements to existing functionality. This may require both front end development skills such as HTML, JavaScript, and Cascading Style Sheets (CSS), and/or backend development skills such as Ruby on Rails, PHP, and Node.js. Additionally, this may require working with COTS or Open Source products, such as

Drupal. This functionality will be hosted within a government-provided hosting environment.

2. Deliver source code, testing plans, application designs, and other development-related deliverables as requested by the government.
3. Be expected to work with other government developers and technical personnel, potentially including resources from other vendors, at the direction of the government.

3.3 Graphic Designer

CLINs: 0010, 1010, 2010, 3010 and 4010 - Labor Hours NTE 1920

The contractor shall provide graphic design support on an as-needed project basis for any project relating to the USA.gov bilingual platform, including but not limited to websites, marketing campaigns, email templates, and social media.

The contractor shall:

1. Create new visual elements and present various iterations of graphic concepts to team members and supervisors. Implement feedback quickly and effectively.
2. Conceive of and implement new design identities for marketing campaigns, social media, blogs and other content that needs to be presented visually in a timely manner.
3. Create, select, optimize, and maintain logos, photos, motion graphics, interactive media, infographics and other graphical design elements for websites, print and marketing campaigns.
4. Design, develop, and revise promotional brochures and pamphlets in line with other products for OCSIT (i.e., brochures, fact sheets, flyers, PowerPoint presentations, use of personas, awards, posters, other logos), with guidance and approval from the government.
5. Design and develop infographics and other marketing collateral as directed by the government.
6. Have an understanding of Hispanic culture to develop and create visual elements that will appeal to that specific audience.
7. Have demonstrated mastery of a wide variety of general business, page creation, accessibility, and image creation and modification tools such as the following: Adobe – PageMaker, In Design, Illustrator, Photoshop, Acrobat Reader, ImageReady; Macromedia – Fireworks, DreamWeaver, Flash; Microsoft – Word, Excel, PowerPoint, Front Page, Visio; Quark Xpress; Allaire Homesite; JAWS screen reader; IBM Homepage screen reader.

3.4 Digital Content Management - Bilingual

CLINs: 0011, 1011, 2011, 3011 and 4011 - Labor Hours NTE 1920

As content volume grows, OCSIT may require additional content management, outreach and online marketing support.

The contractor shall:

1. Research, develop, write, and edit content for the USA.gov bilingual platform from a user-centric approach; this includes being optimized for search engines (SEO).
2. Demonstrate experience with digital content writing principles and organization for scannability and ease of reading.

3. Work within the assigned bilingual topic desk(s) and participate in regular content development meetings to ensure content is carefully researched and deemed appropriate for the platform and not duplicative of other channels or government websites.
4. Review content periodically as established in the guidelines to ensure that content is current, accurate and relevant and make changes as necessary, including archiving and deleting content.
5. Keep up with market trends, timely events and audience needs to ensure the platform delivers content that is relevant and up-to-date, regardless of channel used. Inform topic desk and other interested parties as necessary.
6. Demonstrate strong writing and editing skills in order to be able to write press releases and news articles in a timely fashion.
7. Be able to plan and execute programs designed to raise awareness about specific government programs and services.
8. Create marketing materials including but not limited to social media messages, email newsletters, blog posts, press releases and news articles and other content marketing pieces.
9. Be comfortable using all forms of communication to reach out to the media, including but not limited to email, telephone and social media.
10. Cultivate and enhance collaborative working relationships with the media and publicity community and keep mailing lists current.
11. Be fully bilingual/bicultural in English and Spanish, with native-quality of proficiency in both languages and at least 2 years of experience writing digital content for a bilingual audience.
12. Have a demonstrated understanding of the make up and needs of Hispanics in the United States, including common cultural values and information consumption patterns.
13. Have a demonstrated understanding of the Spanish language use in the United States to use a neutral Spanish, free of localisms.

4.0 SUMMARY OF TECHNICAL ENVIRONMENT

4.1 Software and Hardware

The following is a partial listing of the computing environment that supports the USA.gov bilingual platform and OCSIT websites.

The government is constantly reviewing, replacing and upgrading software and supporting USA.gov's systems and Internet operations. Currently the websites are hosted in a virtualized cloud infrastructure based on VMWare technologies.

| On the Desktop | On the Server |
|---|--|
| Microsoft Windows XP, 7 | Red Hat Enterprise Linux 5 and Ubuntu Linux servers running on VMWare virtual machines |
| Microsoft Office 2007 (Word, Excel, PowerPoint, Access) | Oracle |
| MS® Internet Explorer 8 | MySQL |
| McAfee Antivirus | MongoDB |
| Google Docs | Drupal 6 & 7 |
| Eclipse | Apache Tomcat |
| Adobe CS 5 (Photoshop, Illustrator, Dreamweaver, Acrobat) | Apache HTTPD and Nginx web server |
| Google Chrome | PHP 5.3 |
| Techsmith Snagit | Ruby (1.9) on Rails |
| Microsoft Project 2007 | |
| Microsoft Visio 2007 | |

5.0 PERIOD OF PERFORMANCE

The Task Order period of performance shall be for one base year from the date of award with four 1-year options. The government reserves the right not to exercise any optional tasks or option-year period of performance.

6.0 PLACE OF PERFORMANCE

The primary place of performance is the U.S. General Services Administration (GSA) 1800 F Street, NW, Washington DC 20405. Contractor personnel should be available for scheduled meetings during normal, core operating hours or 8:00AM to 5:00PM Monday through Friday, except for federal holidays.

7.0 PERFORMANCE REQUIREMENTS SUMMARY

In general, the Performance Requirements Summary (PRS) sets forth the expected outcomes (objectives) of the task order, the service(s) required of the contractor to achieve the objectives, a performance standard per outcome, and a plan for a reduction in payment in the event the contractor does not meet the performance standard. The PRS is not an exclusive remedy and inclusion of the PRS does not preclude the government from using any other remedy available by law or contract terms, including reductions in payment in accordance with any clause for inspection of services.

The PRS table below reflects the objectives considered by the OCSIT to be most important to the successful performance of this task order. This includes the expected standards of performance and incentives for failure to adhere to performance standards.

| USA.gov Digital Support Services | | | |
|---|--|---|--|
| Objectives | Required Service | Performance Standard | Incentives/Disincentives |
| Timely receipt of all required documents. | The contractor shall convey all deliverables in accordance with the schedule outlined in this task order and the contractor's proposed project plan | No deliverable shall be more than one business day overdue | Expedited payments shall be processed for 100% of invoice if deliverables are timely. If deliverables are determined to be unacceptable to the COR and cannot be resolved to the satisfaction of the government the results will be reflected in the contractor's performance evaluation. |
| High quality web support that results in project goals being accomplished . | Digital services include at a minimum: <ul style="list-style-type: none"> - Usability Specialist Support - Quality Assurance and Accessibility Support - Digital Content Mgmt. - Bilingual Digital Mgmt. - Outreach & Online Marketing English - Bilingual Outreach & Online Marketing - Graphic Design | Web Support quality standards are as follows: <p>Accurate information is provided to decision makers in timely manner;</p> <p>Attention to detail;</p> <p>Reports are logical and clearly written;</p> <p>Effective analysis of variables is used to analyze risk;</p> <p>Thorough research is apparent and effectively utilized in the reporting</p> | Expedited payments shall be processed for 100% of invoice if quality standards are met. If deliverables are determined to be unacceptable to the COR and cannot be resolved to the satisfaction of the government, the results will be reflected in the contractor's performance evaluation. |

| | | | |
|--|--|--|--|
| | | process; and Milestones are realistic & actionable. | |
|--|--|--|--|

8.0 QUALITY ASSURANCE SURVEILLANCE PLAN AND DELIVERABLES

| Task | What will be inspected | Who will Inspect | When it will be inspected |
|------|--|-----------------------------|---|
| 1.0 | Contractor Status Reports, Security Clearance and GFE Tracking Spreadsheet, and other supporting documents. | Program Manager, COR | Monthly |
| 2.0 | Contractor will gather, analyze and interpret, and present data in support of assigned projects as assigned. | Program Manager, COR | As needed |
| 3.0 | Contractor will respond to requests for information or new projects within two business days. | Program Manager | Within five business days of the government initial request |
| 4.0 | Contractor will provide ongoing reports and summaries | Program Manager | On demand |
| 5.0 | Contractor will conduct quality assurance reviews of assigned projects. | Program Manager | As assigned |
| 6.0 | Contractor will maintain project files and data for each of the projects assigned. | Program Manager | As assigned |
| 7.0 | Contractor will attend contract kick-off meeting. | Program Manager, COR and CO | Within 5 days of contract award |
| 8.0 | Contractor will provide Information Technology Security Plan and Security Authorization (in accordance with contract provisions and clauses) | Program Manager | Within 120 days of contract award |

9.0 TRAVEL

All official long distance travel must be pre-approved in writing by the COR. Estimated travel costs will be submitted at least three (3) weeks in advance of travel date to allow sufficient time for the for the approval process. Any travel not pre-approved by the COR will not be reimbursable. Travel costs must be pre-approved and billed in accordance with Federal

regulations (see Federal Acquisition Regulation 31.205-46 – Travel Costs).

The travel funding identified is not for routine work performance at GSA nor to attend routine management meetings. The travel funding identified is for government initiated travel in direct support of program goals and requires pre-approval by the COR. Reimbursable travel costs must be billed on a separate invoice from the monthly invoice for work performed under mandatory or optional CLINs identified in PWS. Travel costs will not exceed \$15,000 per year.

10.0 LOCAL TRAVEL

Local travel cost for the Washington, DC Metropolitan commuting area (50-mile radius) is not reimbursable.

11.0 OTHER DIRECT COSTS (ODCs)

All ODC's are subject to prior government approval in writing by the COR. The Contractor may incur additional indirect costs during the performance of this contract, to include but not limited to: software licenses, potential small purchases related to providing administrative and logistical support. The government will reimburse the Contractor for pre-approved ODCs associated with program activities. Reimbursable ODCs must be billed on a separate invoice from the monthly invoice for work performed under mandatory or optional CLINs identified in PWS. ODCs will not exceed \$10,000 per year.

12.0 ORGANIZATIONAL CONFLICTS OF INTEREST

It is recognized by the parties that, in the course of the Contractor's activities, its personnel may require access to or be given custody of certain information (whether in its original or derived form) submitted to the government on a confidential basis (such as other government contractors' business practices, designs, mission or operation concepts, sketches, management policies, cost and operating expenses, technical data and similar information) during the performance of the contract. The Contractor agrees that its employees with access will use and examine this information exclusively in performance of the work required under this contract and for no other purpose whatsoever. The Contractor agrees to indoctrinate all personnel who will have access to or custody of the information as to the nature of the confidential relationship under which the government received such information and shall stress that the information shall not be disclosed to any other party or to contractor personnel who do not have a need to know the contents thereof for the performance of this contract. All personnel shall also be informed that they shall not engage in any other action, venture or employment wherein this information will be used for the profit or interest of any party.

Contractor personnel may be required to sign a non-disclosure agreement prepared by the government prior to their receipt of any company proprietary or sensitive source selection data. In cases where Contractor personnel receive company proprietary data directly from a company, in the course of performing this delivery order, the Contractor, the Contractor's on-site personnel, and the company providing the data should enter into an agreement prohibiting the unauthorized use of the information for as long as the information remains proprietary. The Contracting Officer should be furnished copies of these non-disclosure agreements, prior to the Contractor's review of the company's proprietary data.

13.0 CONFIDENTIALITY AND NONDISCLOSURE

The preliminary and final deliverables and all associated working papers and other material deemed relevant by the agency that have been generated by the Contractor in the performance of this project, are the property of the U.S. government and must be submitted to the Project

Manager at the conclusion of the task order.

All documents produced for this project are the property of the U.S. government and cannot be reproduced, distributed, or retained by the contractor without express permission of the government. All appropriate project documentation will be given to the agency during and at the end of this contract. The Contractor shall not release any information without the written consent of the Contracting Officer (CO).

Personnel working on any of the described tasks shall be required to sign formal non-disclosure and/or conflict of interest agreements to guarantee the protection and integrity of government information and documents.

14.0 ALL MATERIAL PROPERTY OF U.S. GOVERNMENT

All materials developed under the task orders pursuant to the Task Order are property of the U.S. government. Under no circumstances shall the contractor place a copyright on any of the materials that the contractor develops, provides and receives payment for under task orders pursuant to the Task Order.

15.0 COMPLIANCE REQUIREMENTS AND REFERENCES

15.1 General Compliance Requirements

The GSA information systems are the property of the government. The contractor shall be responsible for adhering to all aspects of the Privacy Act and is prohibited from removing from the worksite any programs, documentation, or data without the knowledge and written approval of the OCSIT Program Manager.

15.2 Section 508 Requirements

All electronic and information technology products (EIT) procured or delivered through this Contract and any document to be published on the Internet or in electronic/digital format must meet the applicable accessibility standards at 36 CFR 1194, unless an agency exception to this requirement exists. 36 CFR implements Section 508 of the Rehabilitation Act of 1973, as amended, and is viewable at <http://www.access-board.gov>.

16.0 SPECIAL INSTRUCTIONS

16.1 Government and Contractor Furnished Equipment

All individuals providing services on-site are required, while clearances are being processed, to arrive at GSA with a working laptop that has the Microsoft Office Suite (Word, Excel and PowerPoint), the ability to access the Internet, an email account (corporate or free), as well as any additional tools and applications required to complete the work required of the position (such as IDEs for developers or screen readers for accessibility and quality assurance, etc.).

It is a requirement that these resources be available to the person until his or her clearance is completed. The clearance process can range from two weeks to several months. Once clearances are completed, if access to the GSA network is required, the government will provide the necessary resources, equipment and workspace for the contractor to be used while working on-site at GSA. Only GSA-issued laptops may be plugged in the GSA network.

Individuals who, at the government's discretion, are not required to obtain a clearance are expected to have access to a working laptop that has the Microsoft Office Suite (Word, Excel and PowerPoint), an email account (corporate or free), as well as any additional tools and

applications necessary to complete the work required of the position (such as IDEs for developers or screen readers for accessibility and quality assurance, etc.). On occasion, these individuals may be asked to come to GSA in downtown Washington DC. In these instances, GSA has a guest wireless network that will be made available for connectivity to the Internet. Without a clearance, these individuals will be unable to access GSA systems directly, so the government will work closely with them to ensure deliverables can be properly migrated and deployed onto GSA systems.

17.0 SECURITY CONSIDERATION

17.1 Security Clearance and GSA Access Card

The Federal Acquisition Regulation (FAR) Council requires that all federal entities ensure that all Contractors have current and approved security background investigations that are equivalent to investigations performed on Federal employees.

In accordance with Homeland Security Presidential Directive 12 (HSPD-12) and GSA regulations, contractor employees who required access to GSA facilities and IT systems, must received a successful determination from the security clearance process to receive a GSA Access Card (Access Card), at the minimum, a National Agency Check with written Inquiries (NACI) is required. Successful results from the FBI National Criminal History Check (i.e., fingerprint check) portion must be received before an Access Card can be issued.

The [Access Card](#) serves as the identity badge and uses smart card technology to provide reliable and secure identity verification. Contractors are required to use their Access Card along with a Personal Identification Number (PIN), to log into their computer and GSA networks.

The Contractor shall return all badges to the government on the same day that an individual employee is terminated, and/or upon termination or completion of the Task Order. The Contractor shall notify the government immediately of any lost or stolen badges.

The government assumes financial responsibility for any fees connected to the clearance process for contractor employees and the issuance and/or maintenance fees for the Access Card.

17.2 Security Clearance and Government Furnished Property (GFE) Tracking Spreadsheet

Offerors are required to submit to the COR on a monthly basis a Security Clearance and Government Furnished Property Tracking spreadsheet (Excel). Data elements include, but are not limited to: first name, middle name, and last name of contractor employees, completion dates for the Contractor Information Worksheet (CIW), fingerprinting, e-QIP application, SF85/SF85P, OF306 and issue date of the GSA Access Card. Additionally, contractor will identify all GFE by issue/return date to include, but not limited to: laptop computer, headset, Access Card, and software license(s) paid for by the government. The COR will identify within 10 business days after award the final data elements for the tracking spreadsheet.

17.3 Information Technology and Security Policies and Regulations

All GSA contractors that require access to a GSA computer or IT system are contractually subject to all GSA and Federal IT Security standards, policies, and reporting requirements. The contractor shall meet and comply with GSA's Information Technology (IT) Security Policy, dated October 23, 2014; and GSA's Information Technology (IT) Rules of Behavior, dated 6/5/2012;

and all applicable GSA and NIST standards and guidelines, other government-wide laws and regulations for protection and security of information technology.

Contractors are also required to comply with Federal Information Process Standards (FIPS), the "Special Publications 800 series" guidelines published by NIST, and the requirements of FISMA.

17.4 Data Security and Privacy

The contractor shall be responsible for properly protecting all information used, gathered, disclosed, or developed as a result of work under this contract. The contractor shall also protect all government data by treating information as sensitive. All information gathered or created under this contract shall be considered as confidential information. If contractor personnel must remove any information from the primary work area they should protect it to the same extent they would their proprietary data and/or company trade secrets. The use of this data is subject to the Privacy Act will be utilized in full accordance with all rules of conduct as applicable to Privacy Act Information. Personnel shall adhere to the Privacy Act, Title 5 of the U.S. Code, Section 552a and applicable agency rules and regulations.

17.5 Nondisclosure

The contractor and all contractor employees assigned for any length or duration to the projected will be required to sign a non disclosure, restricting any use of inside information as procurement sensitive.

17.6 Facilities Security

The offeror will adhere to all GSA facility security requirements and information technology security requirements. Contractor employees working at a government facility may be required to display on their person, a government-provided identification badge that will include the full legal name of the Contractor employee(s). It is the responsibility of the Contractor to request and obtain badges from the government prior to the first workday of any Contractor employee.

18.0 RIGHT OF FIRST REFUSAL OF EMPLOYMENT

FAR 52.207-3 Right of First Refusal of Employment Right of First Refusal of Employment (MAY 2006)

(a) The Contractor shall give government personnel who have been or will be adversely affected or separated as a result of award of this contract the right of first refusal for employment openings under the contract in positions for which they are qualified, if that employment is consistent with post-government employment conflict of interest standards.

(b) Within 10 days after contract award, the Contracting Officer will provide to the Contractor a list of all government personnel who have been or will be adversely affected or separated as a result of award of this contract.

(c) The Contractor shall report to the Contracting Officer the names of individuals identified on the list that are hired within 90 days after contract performance begins. This report shall be forwarded within 120 days after contract performance begins.

19.0 PROCEDURES FOR PAYMENT

Invoices:

Billing and payment shall be accomplished as follows:

The Contractor shall submit an original invoice(s) for payment to GSA Finance Center,

Financial Operations & Disbursement Branch.

- o Duplicate invoice(s) shall be sent to the Contracting Officer's Representative (COR). If supporting documentation is required, it will be attached to the COR's duplicate copy. **The COR's invoice(s) shall be submitted before or at the same time as the invoice submitted to the GSA Finance Center.**
- o Invoices are authorized for payment upon GSA's receipt and acceptance of deliverables specified in the contract and the **receipt of a proper invoice. Invoices must include the following:**
 1. Name and address of the Contractor;
 2. Invoice date and invoice number;
 3. Order Number and/or Contract Number , PDN Number (also known as GP number) and any contract line item numbers, if applicable;
 4. Description of the services provided including quantity, unit of measure, unit price and extended price of the item(s) delivered; period of service and/or dates that services were provided, etc.;
 5. Terms of any discount for prompt payment offered;
 6. Name and address of contractor's official to whom payment is to be sent;
 7. Name, title, phone number, email address and mailing address of the person to be notified in the event of a defective invoice, and
 8. Contractor's Taxpayer Identification Number (TIN).

Please Note: **Failure to send both the original and the duplicate invoice(s) could delay your payment.**

1. The Contractor shall submit an original invoice for payment to GSA's Finance Center, Financial Operations & Branch (Block 24 on GSA's Form 300).

GSA Finance Center (6BCP)

Financial Operations & Disbursement Branch (Payment Office)
PO Box 419279
Kansas City, MO 64141
Telephone Number: 1-800-676-3690

2. A duplicate invoice with supporting documentation is sent to the COR, who will confirm deliveries or performance made against the invoiced line items to ensure that the correct amounts have been billed and to identify any price deductions. The COR will then sign the invoice(s) and complete the receiving report to authorize the GSA's payment office to process payment of the invoice(s). Duplicate invoice(s) must be submitted to the COR via email at:

Charlene Blanco
U.S. General Services Administration OCSIT
Federal Citizen Information Center (FCIC)
1800 F Street, NW
Washington, DC 20405
Email: charlene.blanco@gsa.gov

20.0 CONTRACT ADMINISTRATION

The Contracting Officer is the only person authorized to approve any changes in the scope of work for this requirement. The authority remains solely with the Contracting Officer. In the event the contractor effects any changes at the direction of any person other than the Contracting Officer, the changes shall be considered to have been made without authority and no adjustment will be made in the contract price to cover any increase of expenses incurred as a result thereof.

The Contracting Officers Representative (COR) and/or Program Manager shall assist in monitoring the contractor's performance. The contractor's performance shall be evaluated by the COR and Program Manager unless otherwise required.

The COR shall contact the Contracting Officer for any changes needed on the requirement.

Contracting Officer

Jean Wright
Contracting Officer
Internal Acquisition Division
1800 F Street, NW
Washington, DC 20405
Phone: 202-357-9630
Email: jean.wright@gsa.gov

Contracting Officer's Representative (COR)

Charlene Blanco
GSA OCSIT (XACC)
1800 F Street, NW
Washington, DC 20405
Telephone Number: 202-219-1092
Email: charlene.blanco@gsa.gov

21.0 INSTRUCTIONS, CONDITIONS, AND NOTICES TO OFFERORS

The General Services Administration (GSA) is issuing this Request for Quote (RFQ) on behalf of the GSA Office of Citizen Services and Innovative Technologies (OCSIT), Federal Citizen Information Center (FCIC). The purpose of this RFQ is to solicit from the Federal Supply Service 8(a) STARS II Schedule Category C1 FA1 holders that will provide multiple, bilingual (English and Spanish) digital content management, outreach and online marketing and website support services that will maximize the impact of FCIC's channels in the delivery of federal services and information to citizens.

This will be a single award Task Order. The contract type will be Firm Fixed-Price (FFP) with Labor Hours, based on the Best Value to the government.

Offerors may not submit marketing materials (brochures, glossies, etc.) as a substitute for submission of a prepared technical proposal.

The Offerors' Proposals will be evaluated according to the following instructions. . If determined that proposals are technically equal in quality, price will become a deciding factor. The government may award without discussions.

21.1 EVALUATION CRITERIA:

The technical evaluation will be made up of three technical factors: Past Performance, Management Approach, and Resumes. The government considers Past Performance more important than Management Approach and Resumes. Management Approach and Resumes are of equal importance to the government

The Offeror shall provide a Technical Proposal that describes its approach to completing the tasks to accomplish the requirements identified in the PWS. The government reserves the right to choose not to accept any of the proposals.

Price

Once Technical Proposals are evaluated and ratings assigned, Price Proposals will be reviewed and compared to enable a Best Value Determination for the government.

Base of Award

The government anticipates awarding a Firm-Fixed Price with Labor Hours Task Order to the Offeror whose proposal is most advantageous to the government, technical evaluation criteria and price considered.

21.2 TECHNICAL PROPOSAL

A Technical Proposal is required from each Offeror. Offerors proposals must be concise and clearly describe past performance, management approach and proposed staffing. Resumes for proposed personnel must be provided for each mandatory CLIN and for Optional CLIN Usability/Outreach Support.

Technical Proposal must meet the requirements of the PWS and the Offerors must elaborate on how they plan to measure their efforts to ensure the highest quality of performance.

EVALUATION CRITERIA AND ADJECTIVAL RATINGS

The technical evaluation criteria is identified and described below.

ADJECTIVAL RATINGS

The following ratings will be applied to rate the Offeror's responses addressing the technical evaluation criteria's factors: Past Performance, Management Approach, and Resumes.

The evaluators will score each factor in accordance with the following adjectival rating guidelines

| Rating | Definition |
|-----------------------|--|
| Excellent | Proposal greatly exceeds all minimum requirements of the technical evaluation criteria and indicates an exceptional approach and understanding of the requirements. Contains no weaknesses or deficiencies. Risk of unsuccessful performance is minimal. |
| Good | Proposal meets all minimum requirements of the technical evaluation criteria and indicates a thorough approach and understanding of the requirements. Contains strengths which outweigh any weaknesses. Risk of unsuccessful performance is low. |
| Fair | Proposal meets at minimum most requirements of the technical evaluation criteria and indicates an adequate approach and understating of the requirements. Weaknesses are identified that may impact successful performance. Risk of unsuccessful performance is moderate |
| Poor | Proposal does not clearly address requirements of the technical evaluation criteria and has not demonstrated an adequate approach and understanding of the requirements. Proposal has one or more weaknesses that are not offset by strengths. Risk of unsuccessful performance is high. |
| Unsatisfactory | Proposal does not meet minimum requirements of the technical evaluation criteria and contains one or more significant deficiencies. Risk of unsuccessful performance is very high. Proposal does not present an awardable offer. |

If an Offeror receives an “unsatisfactory” rating for the Technical Evaluation Criteria, then the entire proposal will be determined “unacceptable. No further evaluation of the proposal will be performed. This includes evaluation of past performance references or Price Proposal review. The Offeror will not be considered for award.

FACTOR A: PAST PERFORMANCE

Description: The government is seeking an experienced team, which has done work of similar size and scope for government or non-profit companies. Accordingly, the Offeror shall describe three contracts on which they performed work of similar scope, size, type, dollar value and complexity, as it relates to requirements of this PWS.

The Offeror’s past performance citations should reflect performance that has either been completed, or is in progress, within the past **4 years** and provide the following information: project name, brief project description, agency/company name, point of contact and alternate name, address, telephone number(s) and_email addresses for point of contact(s), size of the project in terms of dollars, staffing levels and performance period(s). **Contact information for Past Performance must be current.** The Technical Proposal must include a written narrative on Past Performance that addresses the requirements of the PWS. **The Past Performance**

section must not be longer than 10 pages and is included as part of the Technical Proposal 30-page limit.

GSA plans to contact the individuals identified above as references. GSA reserves the right to check other databases, such as the Past Performance Information Management System, to obtain performance information. GSA may consider information obtained by other sources, when evaluating the offeror's past performance.

Offeror must provide at least one Federal government past performance reference. Reference(s) must identify successful performance concurrently staffing multiple positions as identified in the PWS.

Past performance examples must when combined demonstrate at the least **3 years** of successful experience providing services as described in the PWS.

Basis of Evaluation:

The proposal will be evaluated to assess the corporate experience of the Offerors with respect to projects similar in scope, size, complexity, and relevant subject matter expertise to the work described in the PWS. Specific dimensions to be considered include:

- Demonstrate ability to successfully provide concurrent staffing for multiple positions as identified in the PWS specifically for government agencies or non-profit companies.
- Demonstrate relevant experience providing professional services, both Bilingual (Spanish/English) and English, for Digital Content Management and Outreach and Online Marketing as described in PWS.
- Demonstrate relevant experience providing Quality Assurance and Accessibility Compliance support for Federal government websites as described in the PWS.
- Demonstrate relevant experience providing Usability/Outreach Support as described in PWS. While this CLIN does not require specific experience on Federal government websites, Federal government experience is desirable.
- Demonstrate successful past performance through customer references. GSA reserves the right to check other databases, such as the Past Performance Information Management System, to obtain performance information. GSA may consider information obtained by other sources, when evaluating the offeror's past performance.

Factor B: MANAGEMENT APPROACH

Description: The Offerors shall identify their proposed management approach to ensure: high-quality staffing and their retention throughout the term of this task order; compliance with contract provisions; adherence to schedules; accuracy in invoicing, supporting documentation and financial data; accuracy in data relating to security clearances and government property, risk avoidance; and proactive and frequent communication with government program managers, Contracting Officers Representative (COR), and their project personnel as described in the PWS.

Basis of Evaluation:

Proposals will be evaluated on the following factors:

- Ability to respond to government inquiries and data requests within two business day;
- Ability to identify and retain qualified personnel throughout the term of this task order;
- Ability to ensure accuracy in invoicing, supporting documentation and financial data including contract reconciliation activities between government and Offeror;
- Ability to measure project success to ensure high-quality performance;
- Ability to comply with contract provisions and government requirements;
- Ability to plan staffing to provide high-quality personnel for ad hoc, short-term projects under the Optional CLINs for Web Software Application Developer and Graphic Designer Support Services;
- Ability to provide an assigned, qualified, project manager for the term of this task order;
- Ability to provide accurate, security clearance applications and track the progress and status for personnel throughout the term of this task order;
- Understanding of the mission and operation of the Federal Citizen Information Center and knowledge of USA.gov, GoBiernoUSA.gov, KidsUSA.gov and related websites.

Factor C: RESUMES

Description: The offeror shall identify their proposed personnel and demonstrate the ability of the project team to satisfy the requirements of this PWS. Resume shall not exceed 3 pages each. Resumes are not included in the 30-page Technical Proposal limit.

Basis of Evaluation:

It is the quality of the overall team that will be evaluated based on the experience and skill deemed by the government to be necessary to minimize risk and successfully complete the requirements of the PWS. Resumes must demonstrate the knowledge and ability of the team members to successfully meet the requirements identified in the PWS for each of the mandatory CLINs and for the Optional CLIN Usability/Outreach Support. Resumes must be provided for each mandatory CLIN and for Optional CLIN Usability/Outreach Support. Resumes are not required, at this time, for the following Optional CLINs: Web Software Applications Developer, Graphic Designer and Digital Content Management – Bilingual. These resumes will be provide at the request of the Contracting Officer's Representative (COR)

Resumes must demonstrate:

- The specific skills and experience required to successfully perform mandatory CLINs 001– 007 and Optional CLIN 008 as identified in the PWS.
 - The Quality Assurance and Accessibility Compliance CLIN requires specific experience from past performance on Federal government websites (WCAG 2.0 and Section 508).

- The Usability/Outreach Support CLIN does not require specific experience from past performance on Federal government websites; however, Federal government experience is desirable.

21.3 FORMAT FOR TECHNICAL PROPOSAL

The Technical Proposal must include the three (3) technical evaluation factors identified in the preceding section.

Offerors must prepare and deliver the Technical Proposal only to the Contracting Officer as follows:

- The Technical Proposal is limited to thirty (30) 8.5 x 11 single pages or fifteen (15) double-sided pages.
- At the minimum 11-point font size with text single-spaced and page margins of at least 1 inch on the top, bottom and sides.
- The following sections should be included, but do not count towards the 30-page limit:
 - Title page
 - Tables of Content (to consist of topics and page numbers only)
 - Resumes (3-pages maximum per resume). There is no limit on the number of resumes submitted; however, the Offerors must identify and match resumes to the specific CLINs.
- Any other attachments, appendices or exhibits will count towards the 30-page limit.
- If an Offeror's Technical Proposal exceeds the 30-page limit, **only the first 30 pages** will be distributed to the evaluation team for review, no exceptions.
- Technical Proposal must be submitted as a PDF file.

21.4 FORMAT FOR PRICE PROPOSAL FORMAT

The Price Proposal shall be a separate volume from the technical proposal. A written Price Proposal is required from each Offeror. The approach shall be simple, easy to read, and shall clearly and concisely describe any pricing or business factors that impact the requirements identified in the PWS. There is no page limit for the Price Proposal. It shall be submitted directly to the Contracting Officer at the same time as the Technical Proposal.

- The government defines full-time performance as 1920 hours.
- Labor Hour CLINs have Not-to-Exceed (NTE) limits.
- Price Proposals shall be based on current GSA Schedule rates.
- Any and all discounts must be identified.
- TIN, DUNS, Cage Code, NAICS code and Product Service Code (PCS) must be identified.
- Identify the yearly price escalation rate for each Option Year.
- Funding identified in the PWS Travel Section 9.0 and ODCs Section 11.0 are not included in the Offerors' Price Proposal.
- Pricing only for the government site is required.
- For text section(s), the font size will not be less than 11-point; all tables inserted into the

Price Proposal will not be less than 10-point. Pages will be 8.5 x 11 either single or double-sided.

- Offerors must submit their proposed pricing using the Vendor Pricing Tool (RFQ Attachment A) as an Excel file in addition to a written Price Proposal. The Vendor Pricing Tool (Excel) must be submitted at the same time as the Price Proposal.
- Offerors must insert a pricing table into the written Price Proposal that captures the data elements identified in the RFQ Vendor Pricing Tool for the base year and each option year for each mandatory and optional CLIN.
- Price Proposal must be submitted as a PDF file. RFQ Vendor Pricing Tool must be submitted as an Excel file.

Price Evaluation

The vendor's price for all tasks will be evaluated. For the purpose of this evaluation, the technical chair will review the price Proposal for price reasonability as it relates to the work plan approach; i.e., labor categories and labor hours. The Contracting Officer will review and evaluate the price Proposal to determine fair and reasonable pricing. The Independent Government Cost Estimate (IGCE) and the proposed approach to the task work itself will be among the elements the government uses to assess the Price Proposal

22.0 DUE DATE FOR SUBMISSION OF QUESTIONS

All questions must be submitted in writing via email to the Contracting Officer, Jean Wright at jean.wright@gsa.gov by 12 Noon EST, Friday, March 6, 2015. No questions will be accepted by telephone or after the specified time and due date. Each question submitted must cite the PWS Section number/title for which the question pertains, unless the question is general in nature and not specific to a particular portion(s) of the RFQ/PWS. All questions will be addressed in writing only.

23.0 DUE DATE FOR SUBMISSION OF THE TECHNICAL AND PRICE PROPOSALS

The due date for submission of the Technical and Price Proposals and the Vendor Pricing Tool (RFQ Attachment A) is **Monday March 23, 2015 12 Noon EST**, via email to the Contracting Officer at jean.wright@gsa.gov